

Deloitte AI Twinning Business Model Canvas*



Efficiency through activities		Value generation for business		
<div>11. Company Value (Vision & Values)</div> <div>What will you and the business stand for? Integrity: Upholding the highest standards of ethical behaviour and professional conduct in all operations. Innovation: Leveraging the global industry's top talent and cutting-edge AI technology to provide unparalleled consulting services. Client Excellence: Delivering outstanding value and exceptional service to clients across all engagements. Inclusivity and Diversity: Embracing diverse perspectives and fostering an inclusive culture.</div> <div>What is the mission of your business? Mission: To revolutionize consulting services through AI Twinning, providing localised, global 24/7 access to top-tier expertise and innovative solutions that drive client success and set new industry standards.</div> <div>What are the values that you and your business will uphold at any cost, and what are things your business will not stand for under any circumstances?</div> <div>Values to Uphold: Commitment to Each Other: Supporting and nurturing a collaborative and collegial work environment. Strength from Cultural Diversity: Valuing diverse backgrounds and perspectives to enhance problem-solving and innovation. Outstanding Value to Markets and Clients: Continuously striving to deliver exceptional service and results.</div> <div>Values Not Tolerated: Compromising Integrity: Any actions that jeopardize ethical standards and professional conduct will not be tolerated. Discrimination: Any form of discrimination or bias against individuals based on their background, culture, or thinking style.</div>	<div>8. Key Activities</div> <div>What key activities do your value propositions require? Advanced AI Development: Continuously improving AI systems to replicate and enhance expert decision-making. Expert Data Integration: Training AI on high-quality data to mirror human expertise. Human-AI Collaboration Training: Preparing consultants to work effectively with AI twins. Continuous Learning: Implementing AI that evolves with new data and insights. Multilingual AI Systems: Developing AI to provide high trust services in multiple languages globally.</div> <div>What activities are needed to form relationships with customers and meet revenue expectations? Seamless Client Onboarding: Integrating AI-twinned services with clients' workflows. personalised Engagement: Customizing interactions to meet specific client needs. Client Feedback Mechanisms: Refining AI services based on client feedback. Value Demonstration: Showcasing AI-twinned services' benefits through detailed reporting. Targeted Marketing: Highlighting AI twins' unique advantages in campaigns to attract clients. Proof of Concept: Anticipate and convert pain points in calendar to gain points, surprise & delight new & existing customers.</div> <div>What key activities will differentiate your business from competitors and give you a “right to win” potential customers? 24/7 Availability: Offering continuous consulting services through AI twins. Human-AI Integration: Combining AI insights with human expertise and a humanised interface. Proactive Adaptation: Updating AI systems for new regulatory requirements and market conditions. Global Reach: Providing multilingual, comprehensive global services. Scalability: Rapidly scaling services across various client segments, currently constrained by talent availability and market penetration. Enhanced Decision-Making: Customised, expertise-skinned AI-driven insights to improve client decisions.</div>	<div>2. Value Propositions (per segment)</div> <div>Duplicate Reid Hoffman's AI Twin process - fully integrated human experience (through artefacts) with AI "brain", AI human voice, AI high resolution realistic video - to replicate top talent increasing global opportunity for access across all skills bases / knowledge areas within Deloitte. Be first to market and best in market.</div> <div>Integrates advanced human expertise with AI-replicated brain, voice, and appearance. Ensures continuous, reliable, and personalised consulting services 24/7. Enhances decision-making, accelerates problem-solving, and optimises business operations for a strategic advantage. Maintain Deloitte's prestige as top destination for consultancy talent across all relevant disciplines. Capacity to scale with clients while growing market and market share.</div> <div>Customer Problems Solved / Needs Satisfied Faster booking & Continuous Availability: Round-the-clock access to high-quality consulting expertise, even during peak periods. Scalability and Flexibility: Solutions tailored to various client segments, SMEs to large enterprises. Efficiency and Speed: Improved operational efficiency through AI-driven automation and real-time insights. Language and Cultural Adaptation: Multilingual and culturally adapted solutions for a global client base. Risk Management and Compliance: Proactive risk management and regulatory compliance through continuous monitoring and adaptation.</div> <div>Bundles of Products and Services by Customer Segment Existing Customers: Compelling added value, expanded offer, first access & trials. Tech Startups & Larger Tech Co's: Not aligned with more traditional services providers but need high value support, good opportunity to partner through affinity. Large Enterprises: Strategic consulting, risk management, regulatory compliance, and 24/7 advisory services. Scaled solution 18 months. Medium-Sized Businesses: Operational efficiency, financial advisory, auditing, tax advisory, and scalability solutions. Small and Medium Enterprises (SMEs): Cost-effective consulting, compliance support, growth strategies, multilingual support. Scalable solution testing 12 months. Global Clients: Multilingual services, cultural adaptation, global risk management, and 24/7 support. Timezone disruptions immediately reduce.</div>	<div>4. Customer Relationships (per segment)</div> <div>Expected Relationships: High-End Clients: Personalised, high-touch relationships with dedicated account managers. SMEs: Efficient, self-service relationships with occasional support. Global Clients: Multilingual support and culturally tailored interactions. Tech Startups: Collaborative partnerships with access to scalable, innovative solutions and mentorship.</div> <div>Established Relationships: Deloitte and Competitors: Personalised account management for high-end clients, digital support for SMEs, global service networks, and emerging collaborations with tech startups.</div> <div>Maintenance Costs: High-End Clients: High due to dedicated account managers and personalised service. SMEs: Moderate, primarily through digital platforms and scalable support systems. Customer priority on convenience. Global Clients: Previously high, due to multilingual and culturally adapted services. Major unlock from AI Twinning. Tech Startups: Moderate, requiring mentorship, innovation partnerships, and scalable solutions.</div> <div>Integration with Business Model: High-End Clients: Account managers provide strategic insights, driving high-value engagements. SMEs: Digital platforms enable scalability, reducing service costs. Global Clients: Integrated multilingual support ensures seamless global operations, enhancing service delivery and client satisfaction. Tech Startups: Collaborative partnerships foster innovation, providing scalable commercial opportunities and enhancing Deloitte's market adaptability.</div>	<div>1. Customer Segments</div> <div>Creating Value for: Existing & new customers. New and scaling tech startups. Large enterprises. Medium-sized businesses. SMEs. Global clients.</div> <div>Most Important Customers: Companies seeking immediate / continuous high-quality consulting services Businesses requiring scalable / flexible solutions Organizations needing multilingual / culturally adaptable support Firms prioritizing proactive risk management and regulatory compliance</div> <div>Customer Archetypes: Large Enterprises: Senior executives, age 40-60, highly motivated by strategic growth and risk management. Tech Startups & Larger Tech Co's: Younger, progressive / cool / connected, highly educated, well-networked. Medium-Sized Businesses: Business owners and managers, age 30-55, focused on operational efficiency and expansion. SMEs: Entrepreneurs, 20-40, seeking cost-effective consulting and compliance support. Global Clients: Diverse demographics, motivated by global market penetration and cultural adaptability.</div> <div>Focus on Jobs To Be Done - by customer sector - by differentiated service / consultancy offering - by national financial / consultancy calendar priorities</div>
<div>9. Key Partners & Stakeholders</div> <div>Key Partners: OpenAI: For advanced AI language models to power the AI twins' cognitive functions. Eleven Labs: For high-fidelity voice synthesis to replicate the vocal characteristics of top consultants. Hour One: For creating hyper-realistic digital avatars to visually represent AI twins in virtual interactions.</div> <div>Key Suppliers/Vendors: AI Software Providers: OpenAI for GPT-4, Eleven Labs for voice synthesis, and Hour One for avatar visuals. (Option to investigate alternative providers.) Data Providers: Companies supplying high-quality training data for the AI models. Cybersecurity Firms: Providers of robust security solutions to protect client data. Cloud Service Providers: AWS, Google Cloud, and Microsoft Azure for scalable computing and storage solutions.</div> <div>Other Critical Stakeholders: Clients: Active involvement for feedback and validation of AI twin services. Regulatory Bodies: Ensuring compliance with data protection, HR & AI regulations. Investors: Continuous funding to support development and expansion. Employees: Engagement from Deloitte's workforce to integrate AI technologies effectively. Legal Advisors: Ensuring that all AI applications comply with legal standards and intellectual property rights. Talent Management: Recruiting and retaining top AI and consulting professionals to maintain high service standards and drive innovation.</div>	<div>7. Key Resources</div> <div>What key resources does your value proposition require? Top Talent By Category For AI Twinning: Existing and new talent welcome, agreements needed, plans around individual and team structures. Advanced AI Technology: Robust AI platforms and tools to support scalable AI Twinning. Human Expertise: Skilled consultants to integrate existing talent, with AI, with personalised service. Data Analytics Infrastructure: Capabilities for data collection, storage, and analysis. Multilingual Support Systems: Resources to review multilingual services for integrity. Cybersecurity Measures: Strong privacy and security frameworks to protect client data.</div> <div>What key assets do you need to meet your revenue forecasts? Financial Investment: Capital to develop and maintain AI technology and infrastructure. Human Capital: Recruiting, retaining and training top talent in both AI and consulting. Technology Infrastructure: High-performance computing resources and cloud platforms. Client Relationships: Strong, ongoing partnerships with existing and new clients. Brand Reputation: Maintaining Deloitte's trusted and respected market position.</div> <div>What are your main distribution channels? Direct Sales: personalised selling through dedicated account managers for high-end clients. Digital Platforms: Self-service onboarding and support for SMEs through an online portal. Partner Networks: Collaborations with technology firms and industry partners to expand reach. Customer Support: 24/7 multilingual support to ensure seamless service delivery.</div> <div>What is needed to maintain and cultivate your relationships with customers? Regular Engagement: Continuous communication through managers and digital touchpoints. Customer Feedback: Implementing feedback loops to adapt and improve services. High-Quality Service: Consistently delivering reliable and valuable consulting services. Loyalty Programs: Initiatives to reward and retain loyal clients. Gamified Educational Content: Highlight new opportunities with Deloitte platforms</div>	<div>5. Revenue Streams for Deloitte AI Twinning</div> <div>For what value are your customers willing to pay? 24/7 Availability: Continuous access to high-quality consulting services. AI-Driven Insights: Enhanced decision-making and problem-solving capabilities. personalised Solutions: Tailored consulting services to meet specific client needs. Multilingual Support: Services in multiple languages, culturally adapted, available anywhere and everywhere. Proactive Risk Management: Continuous monitoring and compliance support.</div> <div>For what do they currently pay? Regular Consulting Fees: Ongoing access to consulting expertise. Subscription Fees: Access to digital platforms and tools. Licensing Fees: Use of specialized software and AI tools. Project-Based Fees: Charges for specific consulting engagements.</div> <div>How are they currently paying? Monthly or Annual Retainers: For continuous consulting services. Project-Based Payments: For specific projects and engagements. Subscription Payments: Regular fees for digital tools and platforms. Hourly Rates: For ad-hoc consulting sessions.</div>	<div>How would they prefer to pay? Flexible Subscription Models: Scaled based on usage and service level. Performance-Based Pricing: Linked to measurable outcomes and success metrics. One-Time Fees: For specific projects or consulting modules. Licensing Fees: For continuous access to AI-twinned services. Potential Contra: Services for Services model possible in limited way with right tech partners</div> <div>How much will each revenue stream contribute to your potential overall revenues? Based on Deloitte's current revenue distribution and the potential impact of AI Twinning, here is an estimated contribution of each revenue stream: Retainers and Subscriptions: 40% Value: Approximately \$69.48 billion by Year 3</div> <div>Licensing Fees: 30% Value: Approximately \$52.11 billion by Year 3</div> <div>Project-Based Fees: 20% Value: Approximately \$34.74 billion by Year 3</div> <div>Performance-Based Pricing: 10% Value: Approximately \$17.37 billion by Year 3</div>	
<div>10. Cost Structure for Deloitte AI Twinning</div> <div>What are the most important costs inherent in your business model? Ethics Development: Must anticipate ethical challenges and set high standards for human-centred tech to become a better version of business as usual within decade. Technology Development: Continuous investment in developing and updating AI systems, including machine learning algorithms and data processing capabilities. Licensing Fees: Payments to AI software providers and cloud service vendors for utilizing their platforms. Talent Compensation: Salaries and licensing fees for the human experts whose expertise is replicated in AI twins, ensuring fair compensation and incentivisation. Data Acquisition: Costs associated with obtaining high-quality datasets for training and refining AI models. Cybersecurity: Investments in robust security measures to protect client data and ensure compliance with regulations. Marketing and Sales: Expenses for promoting AI twinning services and acquiring new clients.</div> <div>Which key resources are most expensive? AI Technology and Infrastructure: High-performance computing resources, cloud services (AWS, Google Cloud, Microsoft Azure), and AI software licenses. Human Expertise: Compensation for top consultants and experts whose knowledge, artefacts and skills are crucial for training AI twins. Data Resources: High-quality, relevant datasets necessary for training and maintaining AI models. Cybersecurity Systems: Advanced security solutions to safeguard sensitive information and maintain client trust.</div> <div>Which key activities are most expensive? AI Development and Maintenance: Ongoing R&D to improve AI capabilities, ensure up-to-date knowledge, and maintain AI twins. Talent Management: Recruiting, training, and retaining top talent, as well as managing licensing agreements for modeled experts. Client Onboarding and Support: Ensuring seamless integration of AI twinning services into client operations and providing continuous support. Compliance and Legal: Ensuring all AI applications comply with legal standards and intellectual property rights, which involves regular audits and updates. Marketing and Business Development: Strategic marketing campaigns and business development activities to expand market reach and client base.</div>				